

Message Text

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46

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TO SECSTATE WASHDC 6775

INFO USMISSION BERLIN

AMCONSUL BREMEN

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

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E.O. LL652: N/A

TAGS: BEXP, GW

SUBJECT: STATE/COMMERCE COOPERATION ON THE COMMERCIAL
PROGRAM

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L. WE APPRECIATE RECEIVING THE STATUS REPORT OF THE
ON-GOING WASHINGTON DISCUSSIONS OF EFFORTS TO
STRENGTHEN OUR COMMERCIAL PROGRAM, AND WE HOPE THAT
THERE WILL BE A CONTINUING EXCHANGE OF INFORMATION
BETWEEN COMMERCE AND STATE ON THE ONE HAND AND THE
FOREIGN SERVICE ON THE OTHER.

2. WE ARE VERY PLEASED AT THE NUMBER OF IMPROVEMENTS
AND SIMPLIFICATIONS ALREADY IMPLEMENTED; THE READINESS
OF COMMERCE, STATE AND THE FOREIGN SERVICE JOINTLY TO
COME TO GRIPS WITH THE PROBLEMS CONFRONTING THE
COMMERCIAL PROGRAM BODES WELL FOR SUBSTANTIAL AND
CONTINUING PROGRESS IN THE FUTURE. THE EXTENSIVE
PRESENTATION MADE BY KEY PROGRAM LEVEL OFFICERS AT THE
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EUROPEAN COMMERCIAL OFFICER CONFERENCES HELD AT

FRANKFURT IN DECEMBER 1972 WAS PARTICULARLY USEFUL, AND WE HOPE THAT A SIMILAR SESSION WITH AMPLE TIME FOR FIELD INPUTS CAN BE SCHEDULED IN 1973.

3. OVER THE PAST TWO YEARS THERE HAS BEEN A SERIES OF STUDIES INCLUDING THE OITP, PRITZLAFF AND FINALLY, THE OMB. TAKEN TOGETHER, THESE STUDIES OFFER A DETAILED PICTURE OF THE STRENGTHS AND WEAKNESSES OF OUR PRESENT COMMERCIAL PROGRAM. THE MANY RECOMMENDATIONS, IF IMPLEMENTED, WILL CORRECT DEFICIENCIES AND PREPARE BOTH THE DOMESTIC AND FOREIGN TEAMS FOR THE INCREASING TRADE ALL OF US EXPECT TO BE GENERATED BY PARITY CHANGES AND OTHER DEVELOPMENTS. WE BELIEVE THERE IS SUFFICIENT MATERIAL ON HAND TO ENGAGE THE ATTENTION OF COMMERCIAL PLANNERS FULLY FOR THE NEXT YEAR OR TWO. THERE IS LITTLE MORE TO SAY AT THIS TIME ON MAJOR POLICY CONSIDERATIONS.

4. IN GERMANY WE HAVE SEVERAL SPECIFIC PROBLEMS CAUSED BY THE STRUCTURE OF THE FOREIGN SERVICE POSTS AND THE PECULIARITIES OF THE GERMAN MARKET AND MONETARY SITUATION. OVER THE LAST THREE YEARS WE HAVE RESEARCHED, ANALYZED AND REPORTED IN SOME DEPTH; MOST RECENTLY -- BONN 8754 -- OUR FY 1975 COMMERCE BUDGET -- AND -- BONN 937L -- A REVIEW OF CURRENT POLICY AND OPERATIONAL MATTERS AS DISCUSSED AT THE GERMANY-WIDE WIESBADEN CONFERENCE.

5. WITHOUT GOING INTO DETAIL, WE HAVE CONSISTENTLY VIEWED THE CRITICAL PRIORITIES AS FOLLOWS: A) SEEKING TO OVERCOME THE LACK OF EXPORT INTEREST, MOTIVATION, OR ABILITY ON THE PART OF AMERICAN FIRMS THROUGH INTENSIFIED EXPORT PROMOTION ACTIVITIES IN WASHINGTON AND THROUGH THE COMMERCE FIELD OFFICES. (WE NOTE THIS SUBJECT WAS REVIEWED IN THE PREVIOUS DENT/CASEY MEETING.) B) MAINTAINING PROGRAMS ABROAD AND PROVIDING SUFFICIENT RESOURCES TO THE FIELD FOR THE JOB AT HAND (WE NOTE THIS TOPIC WILL BE ON THE AUGUST 13 AGENDA). OUR POSTS IN THE FRG HAVE BEEN HIT HARD IN THEIR DOLLAR DENOMINATED ACTIVITIES. IN THE LAST TWO YEARS ALONE

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ANY ACTIVITY SUCH AS TRAVEL OR REPRESENTATION WHICH IS BUDGETED IN DOLLARS HAS SUFFERED AN EFFECTIVE REDUCTION OF 50 PERCENT IN BUYING POWER. AT THE SAME TIME, WE HAVE SEEN COMMERCE PROGRAMS, NOTABLY THE NUMBER OF TRADE EXHIBITS, CUT BACK. GIVEN THE FAVORABLE NEW ENVIRONMENT FOR OUR EXPORTS, ESPECIALLY IN GERMANY, THIS IS THE TIME FOR AUGMENTED, NOT REDUCED, EXPORT PROMOTION ACTIVITY BY THE USG.

6. OUR POSTS HAVE DISCUSSED VARIOUS ASPECTS OF THESE
TWO CRITICAL AREAS IN MORE DETAIL IN REPORTS WHICH THEY
HAVE SUPPLIED TO THE EMBASSY. COPIES OF THESE MESSAGES
ARE BEING POUCHED TO EB/CBA SEARBY. HILLENBRAND

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